

OGURA

on the move

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Louisville EXPO



President, Frank Flemming (L), and Industrial Product Manager, Fred Cacace (R), explaining the advantages of Ogura's products

Ogura Industrial (O.I.C.) exhibited in the Louisville EXPO at the end of July. The show not only is a good opportunity to get updated with the lawn and garden machinery manufacturers, but also offers the opportunity to meet with the landscape professionals and dealers that use both Ogura and competitors' products.

The show confirmed Ogura's reputation as a quality clutch/brake manufacturer with high reliability. A number of dealers currently using Ogura thanked booth personnel for the continued reliability of the product. Other dealers that were using competitors' products asked how they could obtain or switch out those products with Ogura. Those dealers were advised to obtain units via aftermarket outlets or through other distribution outlets that had access to Ogura through their OEM machinery.

O.I.C. staff was present to show full support to the lawn and garden industry. In addition to U.S. staff, Mr. Ogura and personnel responsible for product engineering and order processing came in from Japan for all three days of the show. The suggested improvements received from dealers and mower manufacturers were appreciated. Ogura Engineering has already begun designing some of these suggested improvements and will be testing these for the next generation of PTO clutch/brakes.

Automotive Division Expands Product Line, Tokyo Japan

Ogura expanded their offering to the automotive market in the recent Sapporo high performance show. On display were vehicles retrofitted with Ogura's superchargers, high performance racing clutches, lightweight drive shafts and air pump clutches.

The automotive division in Ogura has also been sponsoring some race car drivers. If you ever get a chance to watch any of the international racing on television, look for the initials "ORC" on the sides of the cars.



Ogura's booth at Sapporo Auto Show 2000

New Sales Representatives With Ogura Industrial

Transak UK LTD.



Chris Sheard

To help service the UK market more effectively, Ogura Industrial has chosen Transak to handle sales and application engineering of the industrial and mobile product lines.

Transak UK Limited consists of Chris Sheard and Lynne Sunderland. The company is based in a small town called Guiseley, which is 8 miles north of the city of Leeds. Both Chris and Lynne worked for a number of years at Lucas Industries, a company that previously handled some of Ogura's products. Previous to that, Chris had many years of working experience for clutch companies, Warner Electric and Eaton Airflex.

Robert Orr Associates



Bobby Orr

Robert Orr Associates was recently appointed the Ogura sales representative for eastern Canada. The company has an outside sales force, which covers the provinces of Ontario and Quebec. The staff has certification in both Electronics and Mechanics accredited with the Association of Certified Technicians and Technologists, an association recognized by the Professional Engineering Association of Ontario. Their experience with clutches and brakes, and their familiarity with the customers in eastern Canada, will give Ogura a presence in this area that it has not had before.

Web Site Improvements

Over the past few months, a number of improvements have been made to the Ogura Industrial web site.



DXF Files

For almost all of the models in the industrial section, downloadable DXF files are now available. All a user has to do on the site is to click on the DXF icon to download the drawings of the clutch model they wish.

Conversion Calculators

Five new conversion calculators have been added to the web site. These are Force, Energy, Volume, Area, and Mass/Weight. These new calculators, along with the previous five, allow for instant conversion between various unit options.



Revised "What's New" Section

Because of all the new activity, the "What's New" section on the web site has been reconfigured to make it easier for users to navigate. Items like editorials, advertising and press releases have been archived in individual sections.



New Pictures Added

High resolution, color digital pictures have been added to various parts of the web site. These new pictures were taken to provide more detail on some of the clutch models.



New Drawings and Part Numbers Added to PTO and Mobile Sections

New drawings of new models of PTO clutch/brakes have been added. Part numbers have also been updated and some brand new part numbers have been included in the PTO and Mobile specification tables.



In the PTO section, a column showing different field back plates has also been included as well as dimensions on these plates and field mounting options.

New Product Release

At the Louisville Show Ogura introduced a PTO clutch/brake with bolt on pulley. There are two major reasons behind this design. The first is to reduce assembly time and cost at Ogura's manufacturing facility. By having a bolt on pulley, the airgap in the clutch can be adjusted automatically and then in the final process the pulley can be bolted on.

The second reason is RPM flexibility on the mower. Since a variety of pulleys can be used, the end customer can switch pulleys if a speed change is required. This reduces the amount of service parts a distributor would need to carry to handle different applications.

The distributor would only have to stock one basic clutch and a number of different pulleys to achieve different RPM's on different decks. This design incorporates all the standard high quality features of the other Ogura PTO clutch/brakes, including its solid forged construction, E-coat corrosion protection and the ability to be adjusted for wear.



GT clutch / brake with bolt on pulley.

Ogura In The News Magnetic Slip Clutch Helps Kodak



In May, Design News article, released an editorial showing how the Ogura magnetic slip clutch (OPL) helped Kodak improve their accuracy in tension control. The OPL Series replaced a mechanical wrap spring that had been used in the application to control tension. Since the OPL operates via magnetic flux versus mechanical friction, it is much more accurate and less susceptible to temperature and speed variances. As an added advantage, the OPL unit is sealed. This prevents contamination from outside sources and also prevents particles from the OPL unit getting into other parts of the machine. (Mechanical/friction type tensioners can develop dust that can cause contamination.) If you did not get a chance to view this article, please visit the Ogura website at www.ogura-clutch.com and go to the "What's New/Editorial" section.

New CD Rom Released



A new CD-ROM has been released. This includes all of the upgrades to the web site listed on page 2. By having this information available on a CD-ROM, it allows existing and potential customers to keep a hard copy version with them so that they do not have to access the Ogura web site each time information is needed. The CD-ROM is also more effective when viewing the video, because they can be instantly viewed from the CD-ROM versus down loading the video from the web site.

If you would like a copy, please contact your local sales representative or Ogura Industrial directly.

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